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Introduction

In this Market Snapshot, **FORVIS** outlines independent living (IL) trends in Georgia (GA), including a summary of demographics, inventory, growth, and demand across seven GA core-based statistical areas.

A core-based statistical area (CBSA) is a geographic area comprised of metropolitan and micropolitan areas. The seven largest CBSAs in GA profiled herein include approximately 75% of the total state population.[1]

Demographics

Two indicators of a strong market are overall population and senior population growth. GA's total population in 2023 is approximately 11,000,000.[1] Georgia is the 11th fastest growing state in the United States, with a 4.8% total population growth between 2016 and 2021.[2]

By 2028, the projected population in GA is expected to be 3.7% higher than the current population.[1]

The map (right) shows total population, age-qualified (AQ), and age- and income-qualified (AIQ) households in the seven profiled GA CBSAs. The table below compares these populations to GA and the U.S.

Georgia Demographics

1. Atlanta
2. Augusta-Richmond
3. Savannah
4. Columbus
5. Macon-Bibb
6. Athens-Clarke
7. Gainesville

● Total Population ● AQ Households ● AIQ Households

| 2023	Atlanta	Augusta-Richmond	Savannah	Columbus	Macon-Bibb	Athens-Clarke	Gainesville	GA	U.S.
Total Population	6,248,950	621,684	417,655	329,734	233,697	220,747	210,635	10,930,772	334,500,069
Age 75+ Population[a]	337,663	43,435	26,336	20,834	16,997	13,194	14,547	670,222	24,379,591
	5.4%	7.0%	6.3%	6.3%	7.3%	6.0%	6.9%	6.1%	7.3%
AQ Households[a, b]	200,735	27,946	17,143	14,241	11,422	8,368	9,054	419,290	15,5521426
AIQ Households[a, b]	93,320	11,270	6,915	5,053	4,069	3,461	4,534	172,156	6,534,035
	46.5%	40.3%	40.3%	35.5%	35.6%	41.4%	50.1%	41.1%	42.0%

(a) – Age 75+ population is shown as a percentage of total population in 2023.
(b) – For purposes of this Market Snapshot, FORVIS defines AQ households as those 75 years of age or older and AIQ households as AQ households with an annual income $50,000 and above.
(c) – AIQ Households are shown as a percentage of AQ Households in 2023.

Of the CBSAs profiled, the Macon-Bibb market has the highest percentage of 75+ population (7.3%) followed by Augusta-Richmond (7.0%). Overall, Atlanta has the greatest number of AQ households, and one of the highest percentages of AIQ households (46.5%) behind Gainesville (50.1%). By 2028, the Atlanta market has the highest projected growth in AIQ households at 34.1%.[1]

Georgia Inventory & Growth

■ 1Q 2023 Existing Units   ■ IL Units Under Construction   ●— # of Communities with IL
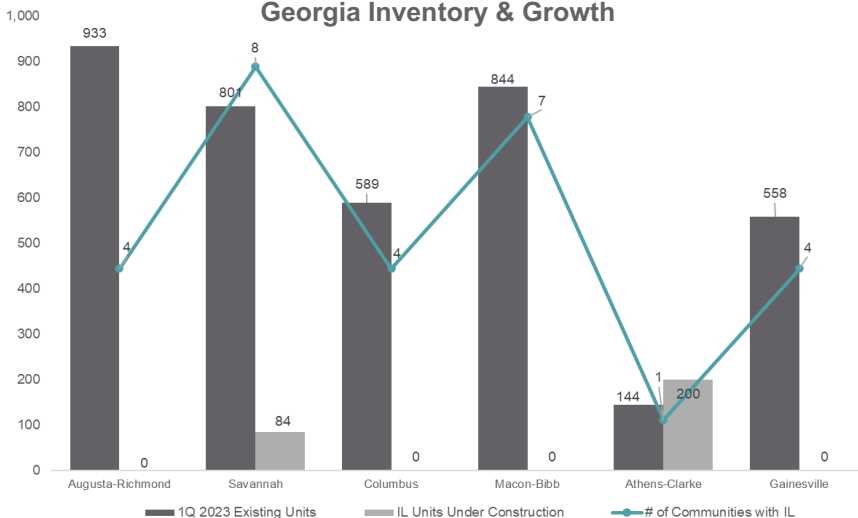
Inventory & Growth

Inventory is an important indicator of market depth. When measuring market depth, it is important to consider comparable products using factors such as services offered, amenities, and price points.

The graph to the left shows the total number of existing IL units and IL units under construction for each CBSA in 1Q 2023 and compares the number of communities with IL, except for Atlanta. Atlanta has over 10,500 existing IL units and 556 IL units under construction.

Among the markets profiled, Atlanta has the greatest number of both existing IL units and IL units under construction, followed by Augusta-Richmond for existing units and Athens-Clarke for units under construction.

Demand

Penetration rates demonstrate the degree to which a market is underserved or oversaturated. The Gross Market Penetration Rate (GMPR) is the percentage of AIQ households the total market area must absorb for the entire market to achieve stabilized occupancy.

The box and whisker plot below illustrates the GMPR for the $50,000 income qualification according to the FORVIS proprietary IL database, which includes over 200 senior housing projects across 35 states.[4] Each dot plotted on the graph represents the 2023 GMPR for the seven specified CBSAs.

Georgia Gross Market Penetration Rates
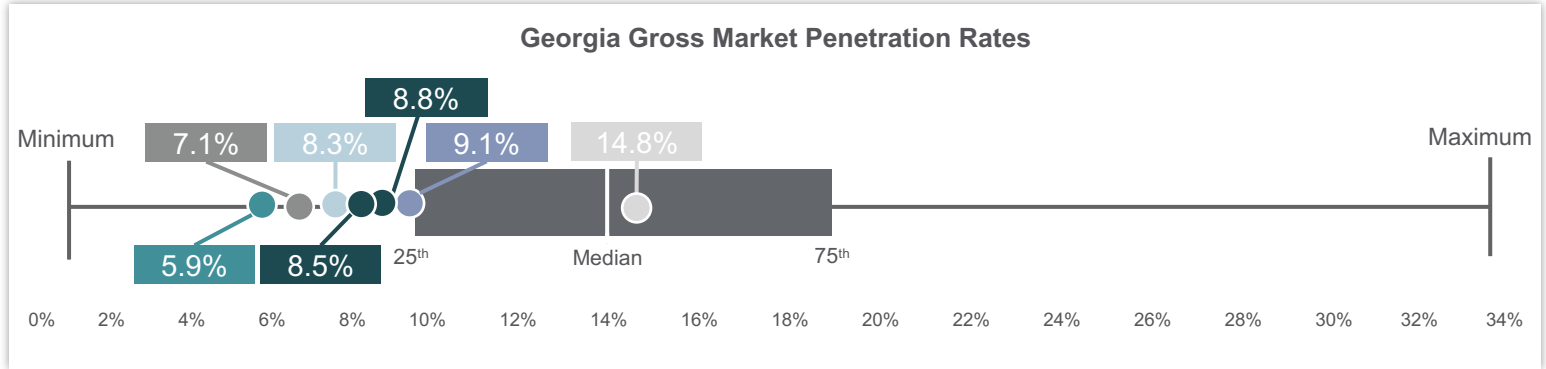
Plot Key: ● Atlanta ● Augusta-Richmond ● Savannah ● Columbus ○ Macon-Bibb ● Athens-Clarke ● Gainesville

In the plot above, the minimum and maximum GMPRs are denoted by the lines on the far left and far right, respectively. The 25th and 75th quartiles are denoted by the left side and right side, respectively, of the inner gray box. The white bar in the middle indicates the median.

Penetration rates are an indicator of market demand and should be supplemented with consideration of occupancy levels, proposed projects, unit designs, community spaces, contracts, marketing plans, demographic trends, local economic conditions, awareness and acceptability of the product, and velocity of pre-sales at projects.

Conclusion

While the senior living industry still faces challenges post-pandemic, many of the markets in GA are experiencing growing demand and positive GMPRs. These trends may indicate opportunities for providers to explore additional service offerings across markets in GA.

About FORVIS

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Sources

(1). Claritas, Inc. (2023, April). Senior Life Report.
(2). Metro Atlanta CEO. Georgia is the 11th Fastest Growing State in the U.S. (2022, December 15).
(3). VisionLTC. Q1 2023.
(4). FORVIS. (2023, April). Independent Living Penetration Rate Database.

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